



**City of Scottsdale
Tourism Development Commission
Regular Meeting**

***SECOND AMENDED MARKED AGENDA**

8:00 a.m., Tuesday, January 24, 2012

Kiva Forum-City Hall

3939 N. Drinkwater Boulevard

Scottsdale, Arizona 85251

*Item 3-Noted change in vote count

**Item 9- Noted Commissioners abstaining from vote

1. Call to Order/Roll Call 8:04AM

Kate Birchler, Chairwoman

Mike Surguine, Vice-Chairman

Ace Bailey

David Scholefield

David Richard

Kathleen Glenn

Michael Hoffmann

Commissioners Birchler, Scholefield, Hoffmann, Richard, Glenn, present; Commissioner Bailey, Commission Surguine absent

2. City of Scottsdale Board and Commission Annual Ethics Training Session

Staff Contact: Senior Assistant City Attorney Kelly Ward

3. Approval of Minutes

Commission discussion and possible action to approve the November 15, 2011 regular meeting minutes and the November 22, 2011 special meeting minutes. (Attachment No.1, 2)

*Motion to approve November 15, 2011 regular meeting minutes by Commissioner Hoffmann;
Seconded by Commissioner Glenn; Approved 5-0

*Motion to approve November 22, 2011 special meeting minutes by Commissioner Richard;
Seconded by Commissioner Hoffman; Approved 5-0

4. Staff Liaison Reports

Staff Contact: Steve Geiogamah, Tourism Development Coordinator

- a. Staff Bed-Tax Collection Report (Attachment No. 3)
- b. Bed Tax Proforma (Attachment No. 4)
- c. Smith Travel Report (Attachment No. 5)
- d. Program Updates (Attachment No. 6, 6a)

5. Tourism Program Financial Review



PERSONS WITH A DISABILITY MAY REQUEST A REASONABLE ACCOMMODATION BY CONTACTING ROSE WRIGHT 480-312-7125 OR RWRIGHT@SCOTTSDALEAZ.GOV. REQUESTS SHOULD BE MADE 24 HOURS IN ADVANCE, OR AS EARLY AS POSSIBLE, TO ALLOW TIME TO ARRANGE THE ACCOMMODATION.

Commission discussion and possible action regarding financial review of the City's Tourism Program.

Staff Contact: Lee Guillory, Financial Manager, Steve Geiogamah, Tourism Development Coordinator

6. Tourism Development Commission Annual Report

Commission discussion and possible action regarding TDC annual report (Attachment No.7)

Staff Contact: Steve Geiogamah

7. FY11/12 SCVB First Quarter and Mid-Year Performance Measures Report

Staff update on first quarter and mid-year results. (Attachment No.8, 8a, 8b, 8c)

Staff Contact: Steve Geiogamah

8. Findings and Implications of the 2011 Leisure Visitor Inquiry Study

Report and Commission discussion. (Attachment No. 9, 9a)

Bruce Hernandez, Senior Vice President, Behavior Research

9. Election of Officers

Steve Geiogamah, Tourism Development Coordinator

****Motion to elect Commissioner Hoffman as Chairperson made by Commissioner Birchler; Seconded by Commissioner Richard. Hoffman Abstained. Approved 4-0.**

****Motion to elect Commission Glenn as Vice-Chairman made by Commissioner Birchler; Seconded by Commissioner Hoffman. Glenn Abstained. Approved 4-0.**

10. Identification of Future Agenda Items

The public body may not discuss, deliberate, or take legal action on any matter in the "Identification of Future Agenda Items" unless the specific matter is properly noticed for legal action.

11. Public Comment

Citizens may address the members of the Tourism Development Commission during "Public Comment." This time is reserved for citizen comments regarding non-agendized items.

However, Arizona State law prohibits the Tourism Development Commission from discussing or taking action on an item that is not on the prepared agenda.

12. Adjournment 9:13AM

Next scheduled meeting is February 21, 2012



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